



1. Profile

I am a design specialist in Product Design and Design Direction.

Collaborating with businesses to envision, test, and validate their future potential, I design relevant and scalable digital products from 0 to 1, with a simple and holistic approach. With a background in Computer Systems Analysis and Graphic Design, I lead and execute the entire product development process, from initial hypothesis to launch and scale through streamlined iteration cycles.

2. Education

Postgraduate Degree in Graphic Design

Anhembi Morumbi University

Jan 2006 – Dec 2007

Bachelor's Degree in Systems Analysis

Pontifical Catholic University of Campinas

Jan 2003 – Dec 2005

Specialisation in Art Direction & Copywriting

Higher School of Advertising and Marketing

May 2007 – Jul 2007

Engineer's Degree in Computer Engineering

Pontifical Catholic University of Campinas

Jan 2000 – Dec 2003 (not-completed)

3. Experience Freelance

Designer, Director

Feb 2014 – Present

I bring over a decade of experience collaborating with top talent on projects across the USA, UK, Europe, Brazil, Australia, India, and Japan. My focus is on designing and building impactful digital products, providing new and fresh perspectives on established methods and solutions.

Collaborators: R/GA, Huge, AKQA, B-Reel, Method, Nexus Studios, AllofUs, W12 Studios, Elsewhen, Publicis Sapient, Critical Mass, Syzygy, Digitas, The Telegraph, Yousician.

Clients: America's Cup, Armani, BBC, BT Group, BlackBerry, Coca-Cola, FutureLearn, Formula 1, Greenpeace, Johnson & Johnson, Lloyds Bank, Mazda, McDonald's, Mitsubishi Motors, Nickelodeon, Nike, O2, Sainsbury's, Siemens, Tesco, The Telegraph, Verizon, Virgin Atlantic.

Services: Design Direction, Product Design, UX/UI Design, Visual Identity, Design Systems, Design Audits, Concept Development, Consultancy.

- **Mitsubishi Motors**

Led the design from concept to execution of the global web platform for Mitsubishi Motors. With the key business objective of deepening brand engagement and optimising the end-to-end automotive customer journey. Increasing sales performance in the UK by 25% (conversion rate tracking).

- **Sainsbury's**

Led a team of seven designers in collaboration with Sainsbury's digital experience lab to create and implement a transformative identity and a well-structured design system. Unifying and establishing a robust design process to be applied across all forthcoming projects. Ultimately, delivered Luna – a comprehensive design system seamlessly integrated across all digital touch-points.

- **The Telegraph**

Led the design from concept to execution for The Telegraph's new Film channel – an interactive web platform designed for users to share their passion for films and iconic personalities. Serving as an initial modular design system, laying the foundation for scalability and evolution in future projects.



- **Mazda**

Led the design process from concept to execution, crafting a unified vision for the web experience of Mazda Europe and Australia – one that is memorable, concise and focused. A concept that embodies a profound understanding of both potential car buyers and existing owners. Successfully presented a compelling prototype that sold the idea, laying a solid foundation for the upcoming development.

- **Yousician**

Redefined the product identity and introduced new features for Campfire and GuitarTuna products. Bringing harmony into the overall brand, infusing unique features with personality, and ultimately increasing user retention. Making both products 90% preferred over competitors during resonance tests, transforming them into a valuable music-playing companion with added user value.

- **Pozitif**

Designed Mobilet – a ticketing app bridging promoters and fans. It stands out from traditional ticketing services through personalised content and community features. Users engage with routine-breaking, life-enriching experiences and social connections. The new brand and product established Pozitif as a dominant force in the integrated entertainment market in Turkey and beyond.

3. Experience Full-time

Design Lead

Siili Solutions, Helsinki

Mar 2021 – Jan 2022

As part of my responsibilities, I supported the business by actively contributing to proposal creation, project planning and scoping. This involved direct collaboration with clients in the development of B2B web and mobile products. Additionally, I worked on improving and supporting internal design processes to ensure efficiency and continuous improvement.

Senior Designer

Razorfish, London

May 2013 – Feb 2014

In this role, I contributed to several projects, including digital campaigns and mobile applications for clients such as McDonald's and BlackBerry. Additionally, I led the new design system for Lloyds Bank.

Associate Designer

DigitasLBI, London

Oct 2010 – Apr 2013

During my time in this position, I collaborated on diverse projects, including directing and designing Formula 1's GP2 Series web platform, Lloyds TSB and Halifax self-service banking kiosk, and Coke Studio mobile app for multiple platforms. I created identity and design systems for BT Business, the Financial Health Check Tool, Tesco Direct e-commerce and America's Cup web platforms. Additionally, I contributed to digital campaigns for Coca-Cola and concepts for Oracle, Turkcell, Unilever and others.

4. Contact

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For further information or work collaboration opportunities.